



KNXV

ORDER

Print Date 08/02/12 Page 1 of 3

Flight Dates 10/02/12-10/08/12

			<u>Order Sep</u>	00:05:00
			<u>Product</u>	<u>Estimate #</u> 1308
<u>Contract / Revision</u>	299910 /	Democratic Congressional Campai	<u>Alt Order #</u>	
<u>Original Date / Revision</u>		<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
	06/07/12 07/11/12	<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u>	DCCC	1010 Wisconsin Avenue NW - Suite Washington, DC 20007	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Great American Media		<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>			<u>Demographic</u>	A25-54
			<u>Rev Codes</u>	POL POL PARTY
		<u>Sales Office</u> EWSDC	<u>Product Codes</u>	PL
1010 Wisconsin Avenue NW - Suite Washington, DC 20007		<u>Sales Region</u> NAT	<u>Priority</u>	P-3
		<u>Agency Ref</u> 2	<u>Advertiser Ref</u>	

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value
Competing Station	% of Order
CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	63	\$36,656.25	\$43,125.00	0.00	10/01/12	10/08/12	63	\$36,656.25	\$43,125.00
Totals	63	\$36,656.25	\$43,125.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	
															Amount	
N 1	KNXV	10/02/12	10/05/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF--	:30	1	\$125.00	P-3	0.00	NM		1	\$125.00
		<u>Start Date</u> Week: 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> - TWTF--		<u>Spots/Week</u> 1	<u>Rate</u> \$125.00	<u>Rating</u> 0.00								
N 2	KNXV	10/02/12	10/05/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF--	:30	1	\$400.00	P-2	0.00	NM		1	\$400.00
		<u>Start Date</u> Week: 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> - TWTF--		<u>Spots/Week</u> 1	<u>Rate</u> \$400.00	<u>Rating</u> 0.00								
N 3	KNXV	10/02/12	10/05/12		CM	7am-9am	- TWTF--	:30	2	\$400.00	P-2	0.00	NM		2	\$800.00



KNXV-TV
PHOENIX

KNXV

Print Date: 08/02/12

Page 2 of 3

Contract / Revision **299910** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 06/07/12/ 07/11/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1308**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 4	KNXV	10/02/12	10/08/12	M-F 430-5am M-F 430am News	CM	430-5am	MTWTF--	:30	4	\$50.00	P-3	0.00	NM	5	\$250.00
N 5	KNXV	10/07/12	10/07/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
N 6	KNXV	10/02/12	10/08/12	M-F 10am-11am The View	CM	10am-11am	MTWTF--	:30	4	\$400.00	P-6	0.00	NM	5	\$2,000.00
N 7	KNXV	10/02/12	10/08/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	MTWTF--	:30	4	\$200.00	P-6	0.00	NM	5	\$1,000.00
N 8	KNXV	10/02/12	10/08/12	M-F 430pm-5pm The List	CM	430pm-5pm	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
N 9	KNXV	10/02/12	10/08/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
N 10	KNXV	10/02/12	10/08/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	4	\$600.00	P-3	0.00	NM	5	\$3,000.00
N 11	KNXV	10/02/12	10/08/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm (5:30 PM-6:00 PM)	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
N 12	KNXV	10/02/12	10/08/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	5	\$3,500.00
N 13	KNXV	10/06/12	10/06/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00



KNXV-TV
PHOENIX

KNXV

Print Date: 08/02/12

Page 3 of 3

Contract / Revision

299910

Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision

06/07/12 / 07/11/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1308**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N14	KNXV	10/07/12	10/07/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12	10/07/12	-----S	1	\$500.00	0.00										
N15	KNXV	10/07/12	10/07/12	Sunday Prime A AFHV	CM	6pm-7pm	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12	10/07/12	-----S	1	\$3,000.00	0.00										
N16	KNXV	10/08/12	10/08/12	Monday Prime C Castle	CM	9pm-10pm	M-----	:30	1	\$5,500.00	P-6	0.00	NM	1	\$5,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12	10/14/12	M-----	1	\$5,500.00	0.00										
N17	KNXV	10/07/12	10/07/12	Sunday Prime D Scandal	CM	9pm-10pm	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12	10/07/12	-----S	1	\$4,000.00	0.00										
N18	KNXV	10/07/12	10/07/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12	10/07/12	-----S	1	\$350.00	0.00										
N19	KNXV	10/02/12	10/08/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12	10/07/12	-TWTF--	4	\$1,000.00	0.00										
Week: 10/08/12	10/14/12	M-----	1	\$1,000.00	0.00										
N20	KNXV	10/02/12	10/08/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	5	\$2,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12	10/07/12	-TWTF--	4	\$450.00	0.00										
Week: 10/08/12	10/14/12	M-----	1	\$450.00	0.00										
N21	KNXV	10/07/12	10/07/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12	10/07/12	-----S	1	\$1,000.00	0.00										
N22	KNXV	10/02/12	10/05/12	M-F 1102pm-1206am Kimmel	CM	1102pm-1206am	-TWTF--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12	10/07/12	-TWTF--	1	\$250.00	0.00										

*Tax 1 Note: Tax 0.5%.

Totals

63 \$43,125.00